

**Door County Tourism Zone Commission**  
**Units Available, Occupancy ADR Summary by Municipality - Comparative**

|                              | Jan-23<br>Adj 1/31/24 | Jan-24       | Feb-23<br>Adj 1/31/24 | Feb-24       | Mar-23<br>Adj 1/31/24 | Mar-24       | Apr-23<br>Adj 1/31/24 | Apr-24       | May-23<br>Adj 1/31/24 | May-24       |
|------------------------------|-----------------------|--------------|-----------------------|--------------|-----------------------|--------------|-----------------------|--------------|-----------------------|--------------|
| <b>Baileys Harbor</b>        |                       |              |                       |              |                       |              |                       |              |                       |              |
| Revenue                      | \$ 97,661             | \$ 73,637    | \$ 94,566             | \$ 114,248   | \$ 110,738            | \$ 135,885   | \$ 124,130            | \$ 118,391   | \$ 674,744            | \$ 684,176   |
| Units Available              | 4,664                 | 4,344        | 3,969                 | 4,228        | 4,428                 | 4,637        | 4,650                 | 5,198        | 8,625                 | 8,608        |
| Occupancy                    | 9%                    | 10%          | 14%                   | 13%          | 13%                   | 15%          | 15%                   | 13%          | 35%                   | 39%          |
| Avg Daily Rate               | \$ 224                | \$ 164       | \$ 169                | \$ 202       | \$ 187                | \$ 199       | \$ 180                | \$ 169       | \$ 223                | \$ 203       |
| <b>Brussels</b>              |                       |              |                       |              |                       |              |                       |              |                       |              |
| Revenue                      | \$ -                  | \$ -         | \$ -                  | \$ -         | \$ -                  | \$ -         | \$ -                  | \$ -         | \$ -                  | \$ -         |
| Units Available              | 0                     | 0            | 0                     | 0            | 0                     | 0            | 0                     | 0            | 0                     | 0            |
| Occupancy                    | 0%                    | 0%           | 0%                    | 0%           | 0%                    | 0%           | 0%                    | 0%           | 0%                    | 0%           |
| Avg Daily Rate               | \$ -                  | \$ -         | \$ -                  | \$ -         | \$ -                  | \$ -         | \$ -                  | \$ -         | \$ -                  | \$ -         |
| <b>Clay Banks</b>            |                       |              |                       |              |                       |              |                       |              |                       |              |
| Revenue                      | \$ 5,554              | \$ 15,712    | \$ 4,612              | \$ 19,385    | \$ 5,798              | \$ 30,503    | \$ 4,758              | \$ 14,585    | \$ 28,752             | \$ 39,278    |
| Units Available              | 218                   | 187          | 90                    | 204          | 93                    | 215          | 120                   | 188          | 206                   | 257          |
| Occupancy                    | 11%                   | 43%          | 17%                   | 41%          | 25%                   | 54%          | 18%                   | 23%          | 45%                   | 40%          |
| Avg Daily Rate               | \$ 231                | \$ 194       | \$ 307                | \$ 234       | \$ 252                | \$ 261       | \$ 216                | \$ 331       | \$ 309                | \$ 378       |
| <b>Egg Harbor-Town</b>       |                       |              |                       |              |                       |              |                       |              |                       |              |
| Revenue                      | \$ 165,919            | \$ 120,377   | \$ 207,824            | \$ 176,818   | \$ 223,663            | \$ 234,988   | \$ 214,246            | \$ 168,292   | \$ 721,050            | \$ 677,553   |
| Units Available              | 9,273                 | 9,141        | 7,930                 | 8,643        | 8,812                 | 9,180        | 8,759                 | 9,147        | 12,581                | 11,112       |
| Occupancy                    | 12%                   | 12%          | 18%                   | 13%          | 33%                   | 16%          | 23%                   | 12%          | 44%                   | 31%          |
| Avg Daily Rate               | \$ 150                | \$ 115       | \$ 146                | \$ 156       | \$ 78                 | \$ 164       | \$ 105                | \$ 151       | \$ 130                | \$ 197       |
| <b>Egg Harbor - Village</b>  |                       |              |                       |              |                       |              |                       |              |                       |              |
| Revenue                      | \$ 200,759            | \$ 173,775   | \$ 192,853            | \$ 196,125   | \$ 206,811            | \$ 246,166   | \$ 216,523            | \$ 188,844   | \$ 559,311            | \$ 691,966   |
| Units Available              | 5,267                 | 5,136        | 4,692                 | 4,882        | 5,016                 | 5,398        | 4,660                 | 5,064        | 7,623                 | 12,212       |
| Occupancy                    | 28%                   | 22%          | 27%                   | 30%          | 31%                   | 28%          | 34%                   | 26%          | 40%                   | 28%          |
| Avg Daily Rate               | \$ 134                | \$ 157       | \$ 152                | \$ 135       | \$ 131                | \$ 162       | \$ 138                | \$ 145       | \$ 182                | \$ 205       |
| <b>Ephraim</b>               |                       |              |                       |              |                       |              |                       |              |                       |              |
| Revenue                      | \$ 115,422            | \$ 85,520    | \$ 129,254            | \$ 112,951   | \$ 103,207            | \$ 116,384   | \$ 112,870            | \$ 119,977   | \$ 813,188            | \$ 888,710   |
| Units Available              | 6,378                 | 5,652        | 5,324                 | 5,481        | 5,255                 | 5,318        | 5,989                 | 5,117        | 13,501                | 13,749       |
| Occupancy                    | 12%                   | 10%          | 16%                   | 14%          | 12%                   | 16%          | 15%                   | 16%          | 36%                   | 36%          |
| Avg Daily Rate               | \$ 149                | \$ 147       | \$ 148                | \$ 143       | \$ 161                | \$ 139       | \$ 129                | \$ 143       | \$ 168                | \$ 181       |
| <b>Forestville - Town</b>    |                       |              |                       |              |                       |              |                       |              |                       |              |
| Revenue                      | \$ -                  | \$ -         | \$ -                  | \$ 843       | \$ -                  | \$ 2,882     | \$ -                  | \$ 728       | \$ 1,229              | \$ 8,479     |
| Units Available              | 31                    | 31           | 28                    | 29           | 31                    | 30           | 30                    | 60           | 36                    | 62           |
| Occupancy                    | 0%                    | 0%           | 0%                    | 7%           | 0%                    | 23%          | 0%                    | 3%           | 14%                   | 31%          |
| Avg Daily Rate               | \$ -                  | \$ -         | \$ -                  | \$ 421       | \$ -                  | \$ 412       | \$ -                  | \$ 364       | \$ 246                | \$ 446       |
| <b>Forestville - Village</b> |                       |              |                       |              |                       |              |                       |              |                       |              |
| Revenue                      | \$ -                  | \$ -         | \$ -                  | \$ -         | \$ -                  | \$ -         | \$ -                  | \$ -         | \$ -                  | \$ -         |
| Units Available              | -                     | -            | -                     | -            | -                     | -            | -                     | -            | -                     | -            |
| Occupancy                    | 0%                    | 0%           | 0%                    | 0%           | 0%                    | 0%           | 0%                    | 0%           | 0%                    | 0%           |
| Avg Daily Rate               | \$ -                  | \$ -         | \$ -                  | \$ -         | \$ -                  | \$ -         | \$ -                  | \$ -         | \$ -                  | \$ -         |
| <b>Gardner</b>               |                       |              |                       |              |                       |              |                       |              |                       |              |
| Revenue                      | \$ 32,423             | \$ 12,986    | \$ 34,165             | \$ 19,526    | \$ 20,445             | \$ 16,526    | \$ 24,713             | \$ 30,361    | \$ 104,422            | \$ 117,062   |
| Units Available              | 1,886                 | 1,387        | 1,703                 | 1,276        | 1,425                 | 1,390        | 2,256                 | 1,676        | 2,445                 | 2,286        |
| Occupancy                    | 8%                    | 8%           | 15%                   | 12%          | 10%                   | 7%           | 7%                    | 11%          | 23%                   | 27%          |
| Avg Daily Rate               | \$ 215                | \$ 116       | \$ 132                | \$ 130       | \$ 141                | \$ 172       | \$ 152                | \$ 158       | \$ 189                | \$ 189       |
| <b>Gibraltar</b>             |                       |              |                       |              |                       |              |                       |              |                       |              |
| Revenue                      | \$ 253,732            | \$ 228,967   | \$ 261,408            | \$ 280,896   | \$ 167,464            | \$ 209,104   | \$ 289,321            | \$ 261,920   | \$ 1,052,805          | \$ 1,118,779 |
| Units Available              | 6,999                 | 7,401        | 6,640                 | 6,928        | 7,078                 | 6,292        | 7,963                 | 7,863        | 15,125                | 15,451       |
| Occupancy                    | 17%                   | 15%          | 21%                   | 22%          | 16%                   | 21%          | 22%                   | 28%          | 37%                   | 36%          |
| Avg Daily Rate               | \$ 214                | \$ 211       | \$ 188                | \$ 188       | \$ 147                | \$ 159       | \$ 168                | \$ 117       | \$ 188                | \$ 199       |
| <b>Jacksonport</b>           |                       |              |                       |              |                       |              |                       |              |                       |              |
| Revenue                      | \$ 28,907             | \$ 31,785    | \$ 35,288             | \$ 39,286    | \$ 19,267             | \$ 53,766    | \$ 22,559             | \$ 52,335    | \$ 135,800            | \$ 181,891   |
| Units Available              | 2,822                 | 2,717        | 2,278                 | 2,801        | 2,341                 | 2,696        | 2,388                 | 2,618        | 3,646                 | 3,911        |
| Occupancy                    | 5%                    | 7%           | 8%                    | 6%           | 5%                    | 8%           | 4%                    | 9%           | 17%                   | 20%          |
| Avg Daily Rate               | \$ 224                | \$ 166       | \$ 199                | \$ 223       | \$ 177                | \$ 239       | \$ 228                | \$ 234       | \$ 224                | \$ 229       |
| <b>Liberty Grove</b>         |                       |              |                       |              |                       |              |                       |              |                       |              |
| Revenue                      | \$ 85,712             | \$ 99,843    | \$ 91,895             | \$ 106,775   | \$ 100,322            | \$ 152,477   | \$ 112,559            | \$ 122,802   | \$ 548,107            | \$ 549,631   |
| Units Available              | 5,862                 | 3,260        | 5,069                 | 3,198        | 5,730                 | 3,274        | 5,832                 | 3,556        | 10,116                | 10,532       |
| Occupancy                    | 6%                    | 11%          | 8%                    | 13%          | 7%                    | 18%          | 8%                    | 14%          | 25%                   | 21%          |
| Avg Daily Rate               | \$ 251                | \$ 280       | \$ 233                | \$ 257       | \$ 265                | \$ 265       | \$ 248                | \$ 248       | \$ 214                | \$ 245       |
| <b>Nasewaupee</b>            |                       |              |                       |              |                       |              |                       |              |                       |              |
| Revenue                      | \$ 100,569            | \$ 81,010    | \$ 135,109            | \$ 105,668   | \$ 122,451            | \$ 116,205   | \$ 120,407            | \$ 128,905   | \$ 305,512            | \$ 321,708   |
| Units Available              | 3,356                 | 3,609        | 2,992                 | 3,387        | 3,253                 | 3,489        | 3,318                 | 3,746        | 4,335                 | 4,507        |
| Occupancy                    | 20%                   | 11%          | 34%                   | 23%          | 29%                   | 24%          | 28%                   | 23%          | 40%                   | 39%          |
| Avg Daily Rate               | \$ 152                | \$ 199       | \$ 134                | \$ 133       | \$ 128                | \$ 141       | \$ 129                | \$ 152       | \$ 178                | \$ 182       |
| <b>Sevastopol</b>            |                       |              |                       |              |                       |              |                       |              |                       |              |
| Revenue                      | \$ 214,109            | \$ 178,539   | \$ 194,741            | \$ 195,933   | \$ 202,121            | \$ 226,038   | \$ 231,215            | \$ 212,610   | \$ 510,213            | \$ 517,029   |
| Units Available              | 5,046                 | 4,734        | 4,247                 | 4,852        | 4,627                 | 5,107        | 5,103                 | 5,340        | 6,329                 | 9,229        |
| Occupancy                    | 27%                   | 23%          | 32%                   | 25%          | 29%                   | 28%          | 31%                   | 27%          | 39%                   | 26%          |
| Avg Daily Rate               | \$ 156                | \$ 162       | \$ 145                | \$ 159       | \$ 150                | \$ 161       | \$ 145                | \$ 146       | \$ 205                | \$ 212       |
| <b>Sister Bay</b>            |                       |              |                       |              |                       |              |                       |              |                       |              |
| Revenue                      | \$ 434,711            | \$ 358,983   | \$ 413,958            | \$ 411,944   | \$ 400,919            | \$ 450,007   | \$ 488,138            | \$ 441,557   | \$ 1,385,696          | \$ 1,483,705 |
| Units Available              | 12,925                | 14,345       | 12,296                | 13,385       | 13,991                | 14,334       | 13,533                | 14,914       | 16,770                | 17,114       |
| Occupancy                    | 22%                   | 14%          | 24%                   | 20%          | 21%                   | 20%          | 25%                   | 20%          | 41%                   | 40%          |
| Avg Daily Rate               | \$ 152                | \$ 177       | \$ 139                | \$ 156       | \$ 136                | \$ 158       | \$ 146                | \$ 151       | \$ 199                | \$ 216       |
| <b>Sturgeon Bay - City</b>   |                       |              |                       |              |                       |              |                       |              |                       |              |
| Revenue                      | \$ 478,556            | \$ 504,766   | \$ 643,113            | \$ 668,512   | \$ 644,434            | \$ 710,853   | \$ 581,537            | \$ 690,304   | \$ 1,193,158          | \$ 1,314,781 |
| Units Available              | 21,662                | 22,673       | 19,902                | 21,590       | 23,487                | 22,912       | 21,685                | 21,879       | 23,298                | 26,805       |
| Occupancy                    | 21%                   | 21%          | 31%                   | 29%          | 26%                   | 29%          | 25%                   | 30%          | 40%                   | 36%          |
| Avg Daily Rate               | \$ 105                | \$ 106       | \$ 106                | \$ 107       | \$ 104                | \$ 108       | \$ 108                | \$ 107       | \$ 129                | \$ 136       |
| <b>Sturgeon Bay - Town</b>   |                       |              |                       |              |                       |              |                       |              |                       |              |
| Revenue                      | \$ 9,871              | \$ 15,221    | \$ 10,229             | \$ 13,352    | \$ 20,264             | \$ 29,986    | \$ 30,742             | \$ 19,001    | \$ 77,901             | \$ 86,828    |
| Units Available              | 756                   | 923          | 559                   | 897          | 703                   | 968          | 704                   | 908          | 1,081                 | 1,122        |
| Occupancy                    | 4%                    | 6%           | 6%                    | 6%           | 8%                    | 9%           | 15%                   | 6%           | 22%                   | 22%          |
| Avg Daily Rate               | \$ 353                | \$ 258       | \$ 320                | \$ 243       | \$ 349                | \$ 357       | \$ 298                | \$ 328       | \$ 323                | \$ 359       |
| <b>Union</b>                 |                       |              |                       |              |                       |              |                       |              |                       |              |
| Revenue                      | \$ 3,484              | \$ -         | \$ 540                | \$ -         | \$ 1,335              | \$ 1,375     | \$ 3,620              | \$ 3,071     | \$ 13,435             | \$ 10,778    |
| Units Available              | 147                   | 151          | 84                    | 87           | 124                   | 124          | 120                   | 150          | 156                   | 270          |
| Occupancy                    | 4%                    | 0%           | 2%                    | 0%           | 4%                    | 4%           | 12%                   | 5%           | 24%                   | 12%          |
| Avg Daily Rate               | \$ 581                | \$ -         | \$ 270                | \$ -         | \$ 267                | \$ 275       | \$ 259                | \$ 384       | \$ 363                | \$ 327       |
| <b>Washington Island</b>     |                       |              |                       |              |                       |              |                       |              |                       |              |
| Revenue                      | \$ 12,372             | \$ 6,634     | \$ 11,173             | \$ 24,675    | \$ 10,243             | \$ 21,612    | \$ 18,977             | \$ 22,376    | \$ 115,643            | \$ 137,420   |
| Units Available              | 1,198                 | 1,203        | 1,157                 | 1,136        | 1,195                 | 1,164        | 1,207                 | 1,535        | 3,755                 | 3,896        |
| Occupancy                    | 8%                    | 7%           | 9%                    | 19%          | 7%                    | 15%          | 12%                   | 9%           | 25%                   | 25%          |
| Avg Daily Rate               | \$ 122                | \$ 80        | \$ 110                | \$ 115       | \$ 121                | \$ 120       | \$ 136                | \$ 162       | \$ 124                | \$ 144       |
| Revenue                      | \$ 2,239,760          | \$ 1,987,756 | \$ 2,460,727          | \$ 2,486,934 | \$ 2,359,488          | \$ 2,754,757 | \$ 2,596,315          | \$ 2,596,059 | \$ 8,240,966          | \$ 8,829,773 |

**Door County Tourism Zone Commission**  
**Units Available, Occupancy ADR Summary by Municipality - Comparative**

|           | <b>Jan-23</b> | <b>Jan-24</b> | <b>Feb-23</b> | <b>Feb-24</b> | <b>Mar-23</b> | <b>Mar-24</b> | <b>Apr-23</b> | <b>Apr-24</b> | <b>May-23</b> | <b>May-24</b> |
|-----------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
|           | Adj 1/31/24   |               | Adj 1/31/24   |               | Adj 1/31/24   |               | Adj 1/31/24   |               | Adj 1/31/24   |               |
| Available | 88,490        | 86,894        | 78,960        | 83,004        | 87,589        | 86,528        | 88,317        | 88,959        | 129,628       | 141,123       |
| Rented    | 15,245        | \$ 13,450     | 17,899        | 17,430        | 19,053        | 18,737        | 19,161        | 19,070        | 47,490        | 46,502        |
| %         | 17%           | 15%           | 23%           | 21%           | 22%           | 22%           | 22%           | 21%           | 37%           | 33%           |
| Average   | \$ 147        | \$ 148        | \$ 137        | \$ 143        | \$ 124        | \$ 147        | \$ 135        | \$ 136        | \$ 174        | \$ 190        |



**Door County Tourism Zone Commission**  
**Units Available, Occupancy ADR Summary by Municipality - Comparative**

|                              | Jun-23<br>Adj 1/31/24 | Jun-24        | Jul-23<br>Adj 1/31/24 | Jul-24        | Aug-23<br>Adj 1/31/24 | Aug-24        | Sep-23<br>Adj 1/31/24 | Sep-24        |
|------------------------------|-----------------------|---------------|-----------------------|---------------|-----------------------|---------------|-----------------------|---------------|
| <b>Baileys Harbor</b>        |                       |               |                       |               |                       |               |                       |               |
| Revenue                      | \$ 1,605,430          | \$ 1,838,502  | \$ 2,740,286          | \$ 2,923,048  | \$ 2,528,767          | \$ 2,634,567  | \$1,732,363           | \$ 1,701,580  |
| Units Available              | 9,661                 | 12,889        | 10,282                | 10,400        | 10,425                | 10,045        | 10,110                | 9,794         |
| Occupancy                    | 58%                   | 45%           | 80%                   | 79%           | 76%                   | 73%           | 60%                   | 60%           |
| Avg Daily Rate               | \$ 287                | \$ 318        | \$ 335                | \$ 356        | \$ 318                | \$ 359        | \$ 287                | \$ 287        |
| <b>Brussels</b>              |                       |               |                       |               |                       |               |                       |               |
| Revenue                      | \$ -                  | \$ -          | \$ -                  | \$ -          | \$ -                  | \$ -          | \$ -                  | \$ -          |
| Units Available              | 0                     | 0             | 0                     | 0             | 0                     | 0             | 0                     | 0             |
| Occupancy                    | 0%                    | 0%            | 0%                    | 0%            | 0%                    | 0%            | 0%                    | 0%            |
| Avg Daily Rate               | \$ -                  | \$ -          | \$ -                  | \$ -          | \$ -                  | \$ -          | \$ -                  | \$ -          |
| <b>Clay Banks</b>            |                       |               |                       |               |                       |               |                       |               |
| Revenue                      | \$ 70,961             | \$ 91,665     | \$ 141,139            | \$ 129,975    | \$ 115,752            | \$ 99,791     | \$ 68,838             | \$ 65,002     |
| Units Available              | 288                   | 311           | 407                   | 315           | 375                   | 313           | 332                   | 285           |
| Occupancy                    | 61%                   | 58%           | 63%                   | 77%           | 57%                   | 62%           | 48%                   | 52%           |
| Avg Daily Rate               | \$ 405                | \$ 506        | \$ 547                | \$ 537        | \$ 543                | \$ 517        | \$ 428                | \$ 439        |
| <b>Egg Harbor-Town</b>       |                       |               |                       |               |                       |               |                       |               |
| Revenue                      | \$ 1,851,517          | \$ 1,912,737  | \$ 2,997,548          | \$ 3,277,535  | \$ 2,575,881          | \$ 2,922,590  | \$ 1,790,767          | \$ 1,680,117  |
| Units Available              | 12,892                | 12,714        | 13,381                | 13,154        | 13,234                | 12,188        | 12,802                | 13,052        |
| Occupancy                    | 55%                   | 50%           | 72%                   | 79%           | 70%                   | 81%           | 55%                   | 46%           |
| Avg Daily Rate               | \$ 261                | \$ 302        | \$ 310                | \$ 316        | \$ 279                | \$ 298        | \$ 255                | \$ 279        |
| <b>Egg Harbor - Village</b>  |                       |               |                       |               |                       |               |                       |               |
| Revenue                      | \$ 1,527,245          | \$ 1,569,942  | \$ 2,587,873          | \$ 2,468,579  | \$ 2,184,203          | \$ 2,547,295  | \$ 1,636,736          | \$ 1,783,255  |
| Units Available              | 12,193                | 8,975         | 9,215                 | 9,255         | 8,578                 | 9,672         | 8,772                 | 9,497         |
| Occupancy                    | 50%                   | 63%           | 85%                   | 77%           | 80%                   | 75%           | 68%                   | 64%           |
| Avg Daily Rate               | \$ 249                | \$ 279        | \$ 329                | \$ 349        | \$ 318                | \$ 350        | \$ 274                | \$ 293        |
| <b>Ephraim</b>               |                       |               |                       |               |                       |               |                       |               |
| Revenue                      | \$ 2,350,237          | \$ 2,476,850  | \$ 3,717,776          | \$ 3,680,774  | \$ 3,492,220          | \$ 3,670,555  | \$ 2,628,822          | \$ 2,472,635  |
| Units Available              | 15,191                | 14,943        | 15,889                | 15,296        | 17,044                | 15,412        | 15,387                | 15,069        |
| Occupancy                    | 68%                   | 67%           | 87%                   | 86%           | 77%                   | 86%           | 75%                   | 69%           |
| Avg Daily Rate               | \$ 228                | \$ 248        | \$ 270                | \$ 280        | \$ 266                | \$ 276        | \$ 229                | \$ 236        |
| <b>Forestville - Town</b>    |                       |               |                       |               |                       |               |                       |               |
| Revenue                      | \$ 6,302              | \$ 12,781     | \$ 12,618             | \$ 20,389     | \$ 11,533             | \$ 23,786     | \$ 4,934              | \$ 12,555     |
| Units Available              | 60                    | 60            | 62                    | 62            | 62                    | 62            | 60                    | 61            |
| Occupancy                    | 33%                   | 45%           | 69%                   | 68%           | 60%                   | 79%           | 23%                   | 44%           |
| Avg Daily Rate               | \$ 315                | \$ 473        | \$ 293                | \$ 485        | \$ 312                | \$ 485        | \$ 352                | \$ 465        |
| <b>Forestville - Village</b> |                       |               |                       |               |                       |               |                       |               |
| Revenue                      | \$ -                  | \$ -          | \$ -                  | \$ -          | \$ -                  | \$ -          | \$ -                  | \$ -          |
| Units Available              | -                     | -             | -                     | -             | -                     | -             | -                     | -             |
| Occupancy                    | 0%                    | 0%            | 0%                    | 0%            | 0%                    | 0%            | 0%                    | 0%            |
| Avg Daily Rate               | \$ -                  | \$ -          | \$ -                  | \$ -          | \$ -                  | \$ -          | \$ -                  | \$ -          |
| <b>Gardner</b>               |                       |               |                       |               |                       |               |                       |               |
| Revenue                      | \$ 230,933            | \$ 240,049    | \$ 409,840            | \$ 421,135    | \$ 342,269            | \$ 364,721    | \$ 192,279            | \$ 197,090    |
| Units Available              | 2,466                 | 2,327         | 2,510                 | 2,368         | 2,509                 | 2,545         | 2,508                 | 2,546         |
| Occupancy                    | 32%                   | 35%           | 55%                   | 59%           | 44%                   | 48%           | 28%                   | 33%           |
| Avg Daily Rate               | \$ 293                | \$ 297        | \$ 297                | \$ 304        | \$ 308                | \$ 302        | \$ 275                | \$ 236        |
| <b>Gibraltar</b>             |                       |               |                       |               |                       |               |                       |               |
| Revenue                      | \$ 2,631,424          | \$ 2,699,129  | \$ 4,139,505          | \$ 4,183,364  | \$ 3,656,965          | \$ 3,756,679  | \$ 2,670,006          | \$ 2,774,866  |
| Units Available              | 16,575                | 16,816        | 16,528                | 17,323        | 17,303                | 16,265        | 16,347                | 16,691        |
| Occupancy                    | 66%                   | 61%           | 85%                   | 82%           | 78%                   | 80%           | 69%                   | 68%           |
| Avg Daily Rate               | \$ 240                | \$ 264        | \$ 294                | \$ 294        | \$ 272                | \$ 289        | \$ 238                | \$ 244        |
| <b>Jacksonport</b>           |                       |               |                       |               |                       |               |                       |               |
| Revenue                      | \$ 469,466            | \$ 566,790    | \$ 892,387            | \$ 942,352    | \$ 782,850            | \$ 894,089    | \$ 439,276            | \$ 455,266    |
| Units Available              | 4,397                 | 4,497         | 4,750                 | 4,892         | 4,726                 | 4,869         | 4,680                 | 4,710         |
| Occupancy                    | 36%                   | 39%           | 55%                   | 54%           | 48%                   | 51%           | 36%                   | 37%           |
| Avg Daily Rate               | \$ 297                | \$ 326        | \$ 340                | \$ 358        | \$ 348                | \$ 357        | \$ 262                | \$ 258        |
| <b>Liberty Grove</b>         |                       |               |                       |               |                       |               |                       |               |
| Revenue                      | \$ 1,742,321          | \$ 1,661,004  | \$ 2,992,987          | \$ 2,719,742  | \$ 2,558,391          | \$ 2,531,533  | \$ 1,541,179          | \$ 1,515,829  |
| Units Available              | 12,880                | 10,774        | 13,722                | 11,603        | 13,661                | 11,569        | 11,313                | 11,169        |
| Occupancy                    | 54%                   | 53%           | 75%                   | 70%           | 68%                   | 70%           | 55%                   | 50%           |
| Avg Daily Rate               | \$ 250                | \$ 293        | \$ 289                | \$ 337        | \$ 276                | \$ 312        | \$ 247                | \$ 269        |
| <b>Nasewaupée</b>            |                       |               |                       |               |                       |               |                       |               |
| Revenue                      | \$ 644,234            | \$ 714,045    | \$ 1,084,404          | \$ 1,090,977  | \$ 701,866            | \$ 959,168    | \$ 539,789            | \$ 500,975    |
| Units Available              | 4,718                 | 5,036         | 5,022                 | 5,082         | 3,985                 | 5,287         | 4,723                 | 4,785         |
| Occupancy                    | 61%                   | 56%           | 79%                   | 72%           | 59%                   | 65%           | 53%                   | 48%           |
| Avg Daily Rate               | \$ 225                | \$ 252        | \$ 274                | \$ 297        | \$ 296                | \$ 279        | \$ 216                | \$ 216        |
| <b>Sevastopol</b>            |                       |               |                       |               |                       |               |                       |               |
| Revenue                      | \$ 1,122,032          | \$ 1,182,695  | \$ 1,905,928          | \$ 1,882,585  | \$ 1,574,916          | \$ 1,902,737  | \$ 1,107,561          | \$ 1,069,660  |
| Units Available              | 6,863                 | 7,056         | 7,267                 | 7,470         | 7,040                 | 7,375         | 6,810                 | 7,044         |
| Occupancy                    | 58%                   | 57%           | 81%                   | 74%           | 70%                   | 75%           | 65%                   | 57%           |
| Avg Daily Rate               | \$ 284                | \$ 293        | \$ 326                | \$ 342        | \$ 318                | \$ 345        | \$ 249                | \$ 264        |
| <b>Sister Bay</b>            |                       |               |                       |               |                       |               |                       |               |
| Revenue                      | \$ 3,106,421          | \$ 3,181,688  | \$ 4,803,495          | \$ 4,874,186  | \$ 4,227,754          | \$ 4,671,529  | \$ 3,141,404          | \$ 3,322,682  |
| Units Available              | 17,089                | 17,144        | 18,234                | 17,990        | 17,376                | 17,914        | 16,895                | 17,550        |
| Occupancy                    | 68%                   | 67%           | 85%                   | 82%           | 81%                   | 82%           | 69%                   | 68%           |
| Avg Daily Rate               | \$ 266                | \$ 278        | \$ 311                | \$ 330        | \$ 299                | \$ 318        | \$ 270                | \$ 279        |
| <b>Sturgeon Bay - City</b>   |                       |               |                       |               |                       |               |                       |               |
| Revenue                      | \$ 2,049,092          | \$ 1,886,436  | \$ 3,277,509          | \$ 3,327,907  | \$ 2,712,557          | \$ 3,114,185  | \$ 2,393,126          | \$ 2,315,119  |
| Units Available              | 23,654                | 33,904        | 23,267                | 23,174        | 21,894                | 24,259        | 22,564                | 23,957        |
| Occupancy                    | 50%                   | 30%           | 74%                   | 70%           | 65%                   | 65%           | 60%                   | 55%           |
| Avg Daily Rate               | \$ 172                | \$ 184        | \$ 191                | \$ 204        | \$ 191                | \$ 196        | \$ 176                | \$ 176        |
| <b>Sturgeon Bay - Town</b>   |                       |               |                       |               |                       |               |                       |               |
| Revenue                      | \$ 206,353            | \$ 250,961    | \$ 392,461            | \$ 370,885    | \$ 304,374            | \$ 330,995    | \$ 164,420            | \$ 166,172    |
| Units Available              | 1,220                 | 1,181         | 1,251                 | 1,344         | 1,382                 | 1,439         | 1,264                 | 1,265         |
| Occupancy                    | 41%                   | 47%           | 72%                   | 66%           | 57%                   | 56%           | 35%                   | 42%           |
| Avg Daily Rate               | \$ 408                | \$ 456        | \$ 438                | \$ 418        | \$ 390                | \$ 408        | \$ 375                | \$ 311        |
| <b>Union</b>                 |                       |               |                       |               |                       |               |                       |               |
| Revenue                      | \$ 66,348             | \$ 66,733     | \$ 116,316            | \$ 111,008    | \$ 90,991             | \$ 95,473     | \$ 51,679             | \$ 43,970     |
| Units Available              | 313                   | 390           | 346                   | 400           | 340                   | 340           | 361                   | 380           |
| Occupancy                    | 51%                   | 46%           | 60%                   | 67%           | 61%                   | 59%           | 42%                   | 34%           |
| Avg Daily Rate               | \$ 412                | \$ 373        | \$ 557                | \$ 414        | \$ 435                | \$ 475        | \$ 338                | \$ 338        |
| <b>Washington Island</b>     |                       |               |                       |               |                       |               |                       |               |
| Revenue                      | \$ 359,941            | \$ 357,173    | \$ 631,882            | \$ 660,730    | \$ 559,473            | \$ 571,647    | \$ 346,999            | \$ 287,027    |
| Units Available              | 5,261                 | 4,995         | 5,636                 | 5,203         | 5,786                 | 5,236         | 5,465                 | 4,788         |
| Occupancy                    | 44%                   | 45%           | 68%                   | 71%           | 60%                   | 63%           | 41%                   | 39%           |
| Avg Daily Rate               | \$ 156                | \$ 161        | \$ 166                | \$ 180        | \$ 160                | \$ 175        | \$ 154                | \$ 154        |
| Revenue                      | \$ 20,040,254         | \$ 20,709,179 | \$ 32,843,955         | \$ 33,085,173 | \$ 28,420,762         | \$ 31,091,339 | \$ 20,450,176         | \$ 20,363,799 |

**Door County Tourism Zone Commission**  
**Units Available, Occupancy ADR Summary by Municipality - Comparative**

|           | <b>Jun-23</b> | <b>Jun-24</b> | <b>Jul-23</b> | <b>Jul-24</b> | <b>Aug-23</b> | <b>Aug-24</b> | <b>Sep-23</b> | <b>Sep-24</b> |
|-----------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
|           | Adj 1/31/24   |               | Adj 1/31/24   |               | Adj 1/31/24   |               | Adj 1/31/24   |               |
| Available | 145,721       | 154,012       | 147,769       | 145,331       | 145,720       | 144,790       | 140,393       | 142,643       |
| Rented    | 83,001        | 77,959        | 115,560       | 110,490       | 103,668       | 106,617       | 85,620        | 82,248        |
| %         | 57%           | 51%           | 78%           | 76%           | 71%           | 74%           | 61%           | 58%           |
| Average   | \$ 241        | \$ 266        | \$ 284        | \$ 299        | \$ 274        | \$ 292        | \$ 239        | \$ 248        |